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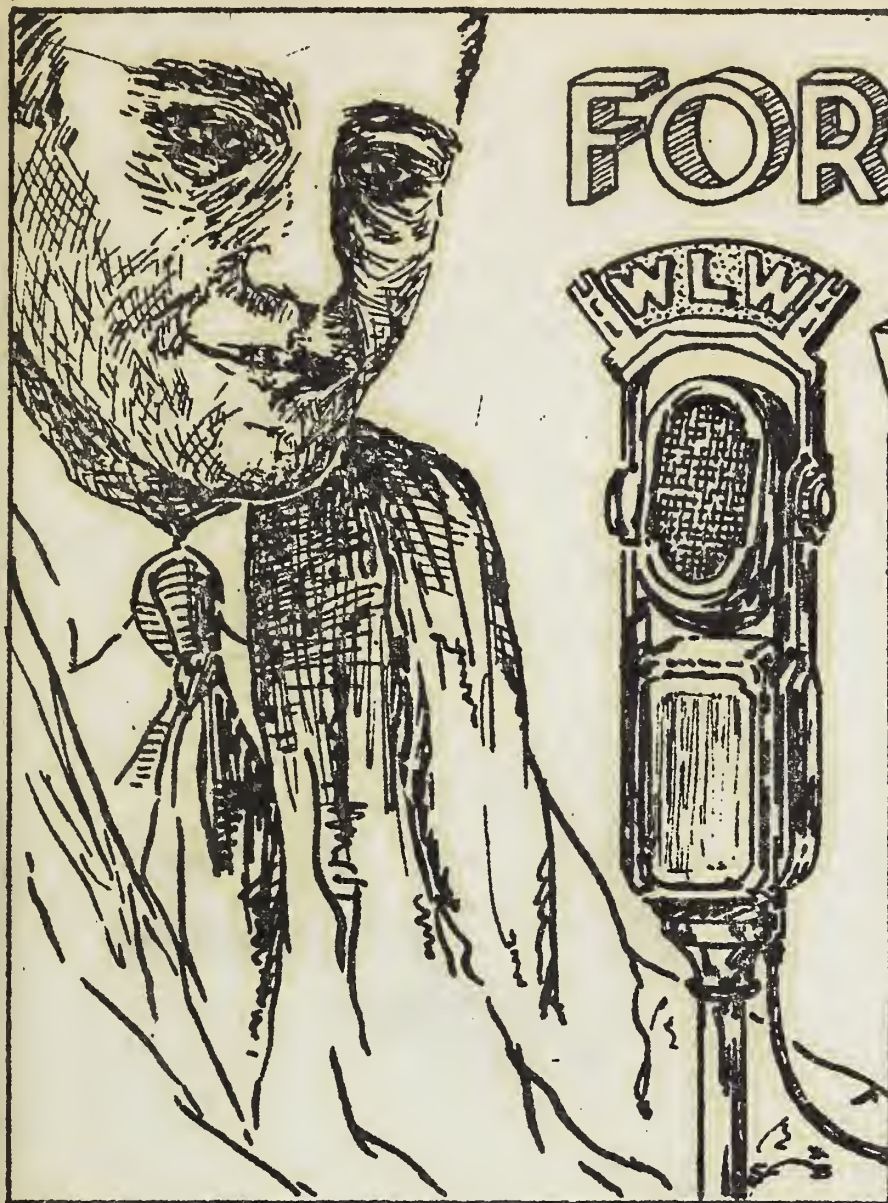
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FORTUNES WASHED AWAY



A Series of
Dramatizations
of Better
Land Use

No. 131 October 26, 1940 1:15 p.m.
"JERSEY CATTLE"

W·L·W CINCINNATI

United States Department of Agriculture
Soil Conservation Service
Dayton · Ohio

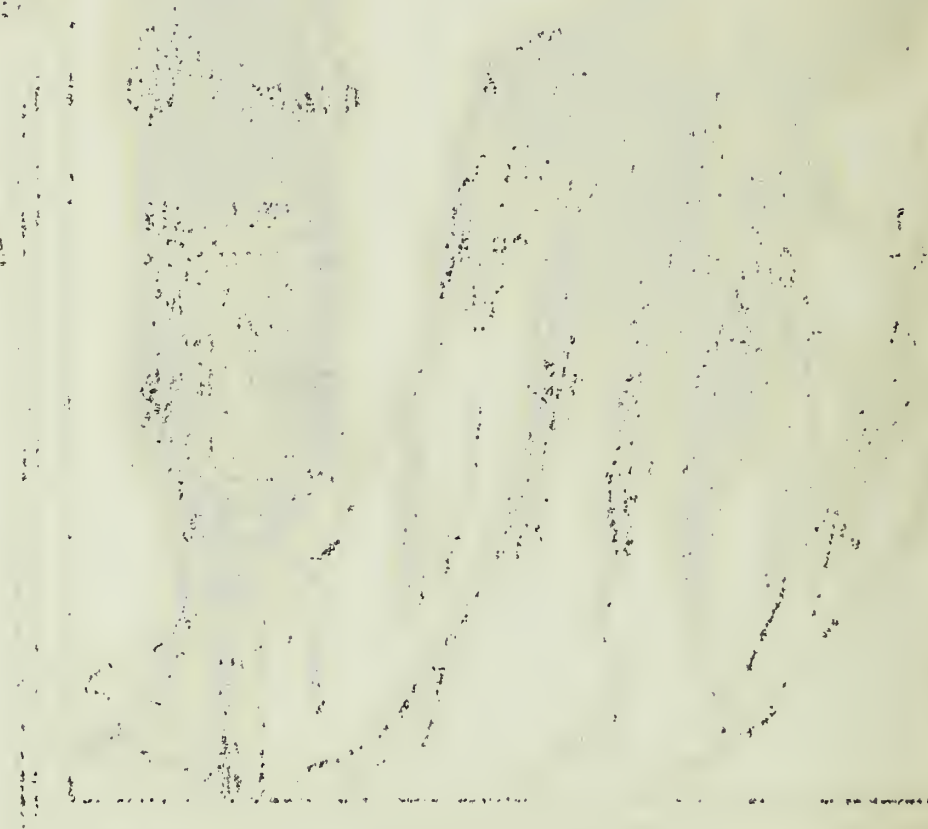
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THE UNITED STATES OF AMERICA

DEPARTMENT OF AGRICULTURE

OFFICE OF THE SECRETARY

to assist in
the development
of the
rural areas



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entirety of the
service of the
Department

SOUND: Thunder and rain...

ANNOUNCER

236059

Fortunes Washed Away!

ORGAN THEME: I GET THE BLUES WHEN IT RAINS.

ANNOUNCER

Within sight of the coast of France, a tiny agricultural island nestles in the Bay of Saint Michel. It is only 45 square miles in size, roughly the area of the city of Columbus, Ohio--yet it gave to the world one of its outstanding breeds of cattle. It is the island of Jersey, and it gave to the world Jersey cattle, best known for their fawn color and golden-yellow butter and cream. Belmont County in Ohio is 12 times as large, and just as proud of its cattle, who graze the rolling hills that give Southeastern Ohio beauty--and a living.

ORGAN: THE SINGING HILLS.

ANNOUNCER

This is a true story of a Belmont County farmer. He is a small, quiet Quaker with 74 steep acres tucked away in woods against the county's southern skyline. His name is Alva Hartley, and with his wife Elizabeth, he came to this farm a long time ago, when William Howard Taft was president, New Mexico and Arizona were still territories, the Panama Canal was nearing completion, and the shiny brass on the latest automobile was a sight to behold. It was in 1910...

SOUND: Man hammering boards...

HARTLEY

This shack'll have to do until we can build a decent house, Lizzie. We'll get one before long.

LIZZIE

I know we will. I'm not worried about that. I was thinking about these hills. They're mighty steep for farming.

HARTLEY

They are that. And you ought to hear the neighbors talk about them! Why, old man Murphy was telling me we won't ever need to harvest the melons...they roll down to the barn.

LIZZIE (laughing)

Yes, I've heard those stories...all the cows grow shorter legs on the uphill side.

HARTLEY

And they say one man fell out of a cow pasture three times in one morning. (THEN SERIOUSLY). Well, we'll just have to do the best way we can. I figure that if you can't get the kind of land you want, the best thing to do is to adapt your farming to fit the land.

LIZZIE

I guess we can do it if other farmers can. Lots of these hills have been farmed for a long time, Alva.

HARTLEY

Yes...some of them the right way, some the wrong. You noticed those hills around St. Clairsville and Bellaire, didn't you?

LIZZIE

Indeed I did. Most of the trees have been cleared already...

HARTLEY

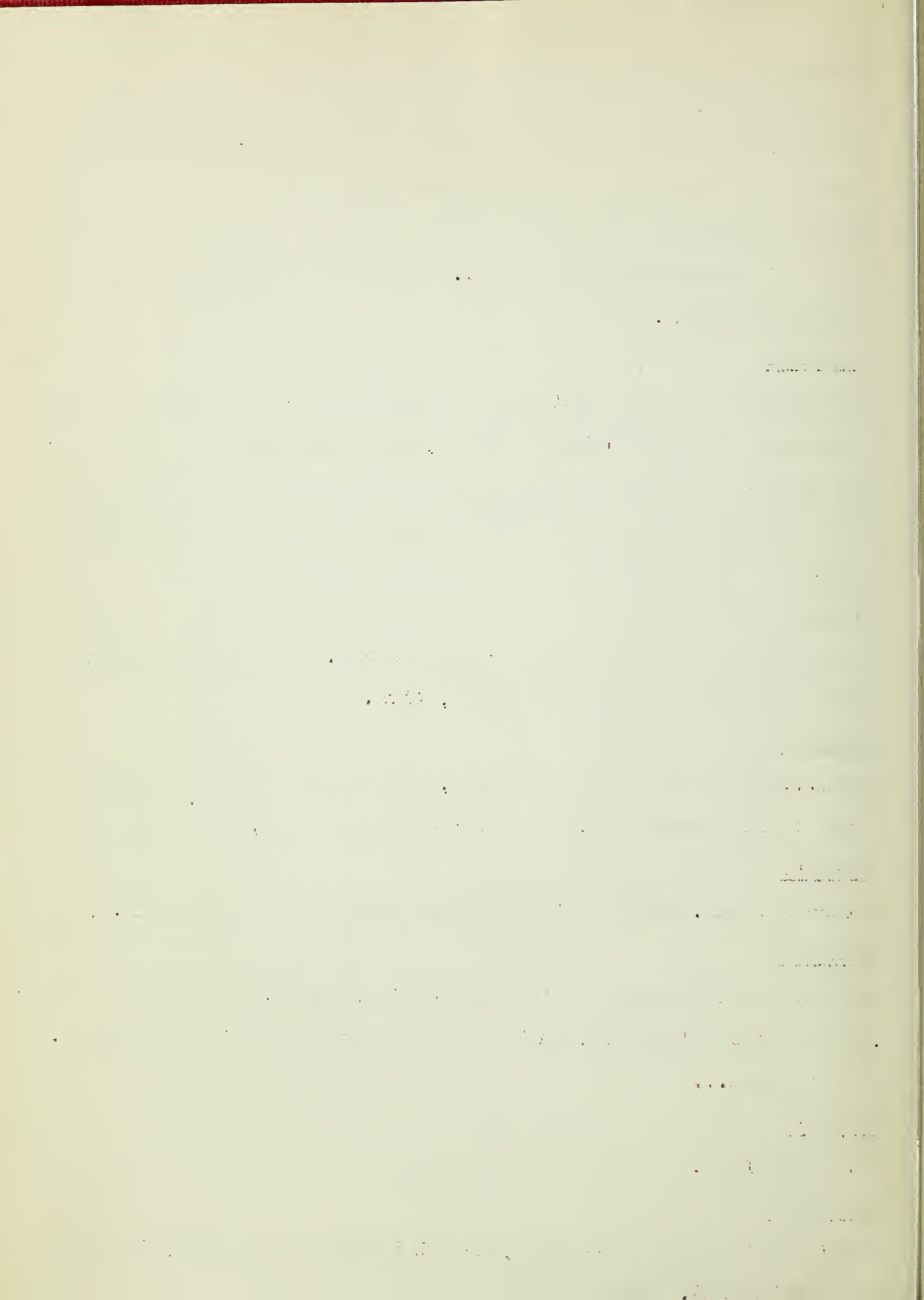
And you can see how they've handled their land. Some of the fields are all cut up, while some of them are in fine condition. So you see...

LIZZIE

I think I do.

HARTLEY

We've got to study the land, and then handle it the way it ought to be handled.



ORGAN: UP AND FADE...

LIZZIE

Are you feeling any better, Alva?

HARTLEY

I've got to feel better! But that was a blow, Lizzie...breaking both my legs right at silo filling time.

LIZZIE

And the barn not yet finished.

HARTLEY

We've got to finish that barn. Where's my crutches?

LIZZIE

Here they are. But what do you mean? You're in no shape to work.

HARTLEY

Winter's coming on. That cement work's got to be done, and I'll do it, even though I have to crawl on my hands and knees!

LIZZIE

I'll carry the water.

ORGAN: UP AND FADE.

HARTLEY

It's the drouth, Lizzie...the crops are burned up. The corn won't half fill the silo.

LIZZIE

And the truck crops are no good, either. Maybe we're farming the wrong way.

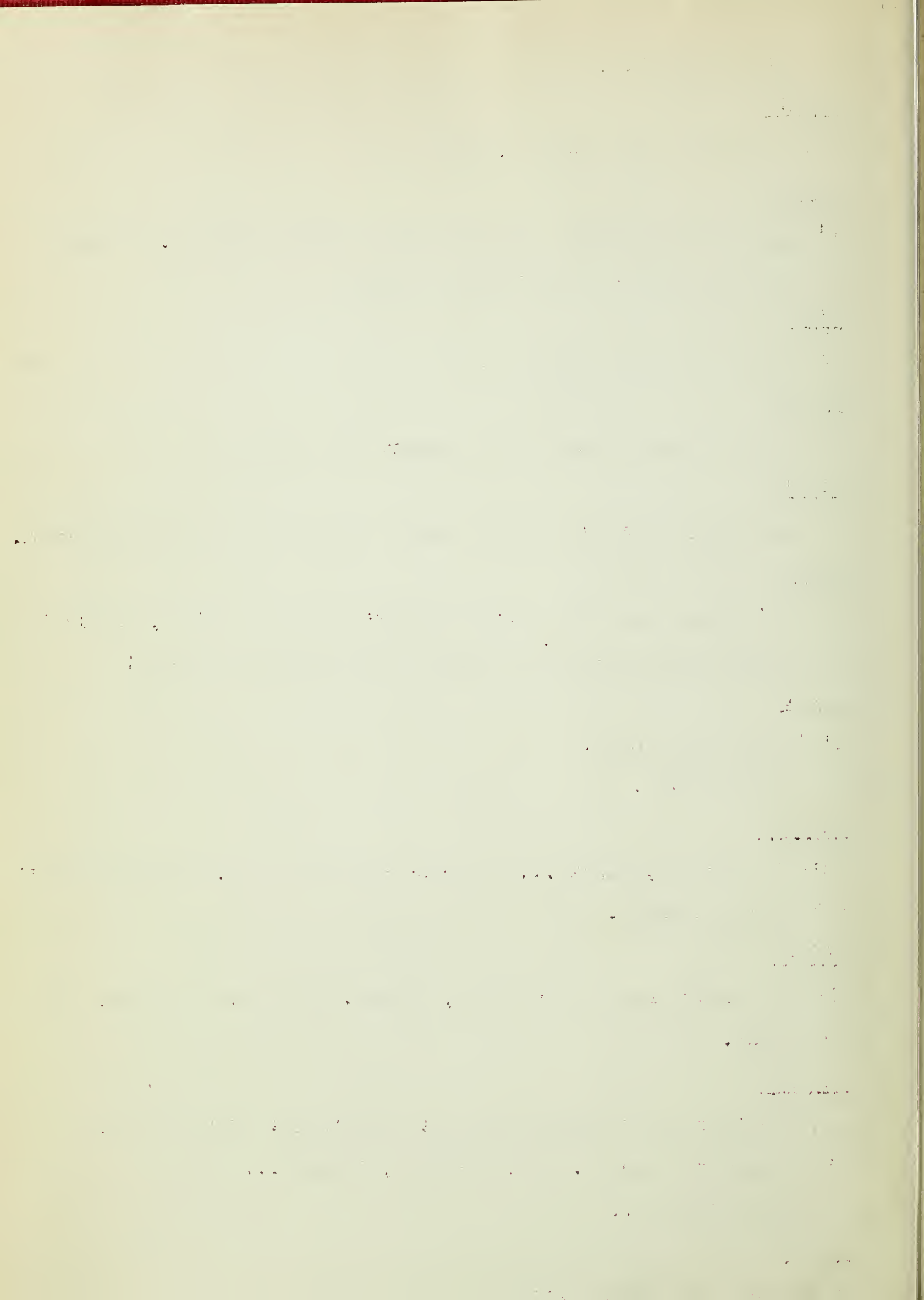
HARTLEY

Then let's go in for dairy cattle! That's it! We'll tie these hills down with grass. Dairy cattle, Jerseys...

ORGAN: UP AND FADE...

LIZZIE

What did the man find out, Alva?



HARTLEY

It's T.3. He found it in my foundation cow, and in all my heifers but one.

LIZZIE

Does that mean we'll lose them?

HARTLEY

We're going to lose half the herd. Well, the only thing to do is to start over again. I'll see L. P. Bailey and try to get some purebred heifers. He's got one I think he'll sell me... Majesty Bly...got a lot of Golden Fern and Flying Fox blood in her. I'm going to join the county cowtesting association. I'm going to build a racing stable--cow-racers, if you want to call them that. And they'll be purebred Jerseys.

ORGAN: UP AND OUT.

SOUND: Occasional rattling of bottles, and pouring of liquids...

JOE

Reckon your milk will be up to standard, Mr. Hartley?

HARTLEY

I don't see why not, Joe. And I'm glad to see you come around.

JOE

Well, we'll find out in a few minutes.

HARTLEY

That Babcock test is sure something.

JOE

Yes, it was invented by a Wisconsin professor...S.M. Babcock. He could have made millions on it, I guess, but he gave the patent to the United States government. All he got out of it, I guess, was that name: The Babcock Tester. And it's just about revolutionized dairying. It makes it mighty easy to determine the percentage of butterfat.

HARTLEY

That's a good thing to know if you're a dairyman like me, because this way I can weed out the cows, and watch the bloodlines that give us the high-test milk.

JOE

Nobody'd ever accuse you of having low-test milk, Mr. Hartley. You've been the state champion several times, haven't you?

HARTLEY

For small herds, yes. Three times. First time was in 1927, when my Jerseys averaged nearly five hundred pounds of butterfat.

JOE (whistles)

Not bad.

HARTLEY

I've been keeping records on every one, and I know just where I stand. And Lizzie, she's right there to be sure I put down every item. She says if you don't put these things down in your book at the time, you're just not being fair to your cows.

JOE

All right, let's get the machine started.

SOUND: Electric motor starts, rattles bottles at first, then settles down to gentle, rhythmic whir similar to cream separator.

JOE

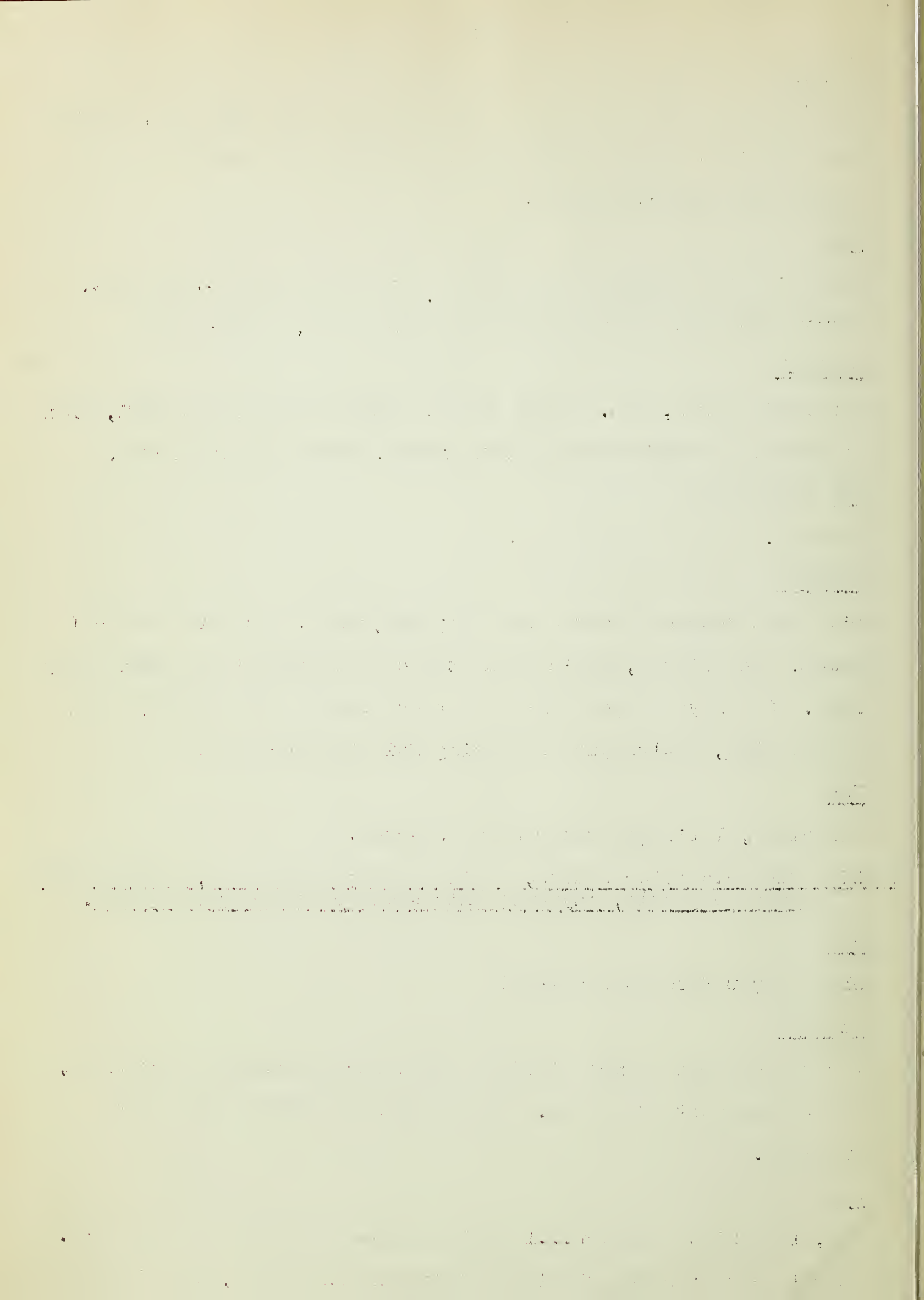
What do you feed your cattle?

HARTLEY

I buy some open formula feed my local farm organization puts up, but I grow most of my own. We grow our own pasture and corn ensilage.

JOE

Say, I meant to ask you...I noticed those strips up on the hill. Where'd you ever get the idea of farming in strips, like that?



HARTLEY

It's just the natural way, Joe. It keeps my soil from washing, and it's a lot easier. You know, when a cow heads for the barn, she don't come over the hill...she comes around it on the level. And that's the way I plow. Contour strips of corn, along with strips of alfalfa...mix my alfalfa with timothy, too, to give it a good sod.

JOE

You sorta remind me of some of those Kentucky horse breeders, Mr. Hartley...you know, the kind that raised Dan Patch and Man O'War. You keep your own cow stables...and good ones, at that.

HARTLEY

Well, I do the best I can. I read about one man...course he's worth billions...that is supposed to have sown whole greenhouses to lettuce, for winter feed for his test cows.

JOE

That's going in for cattle feeding on a big scale.

HARTLEY

I can't do anything like that. I'm one of the little fellows who have to make it pay. And if you come into the kitchen after we get through with these tests, I'll show you my record books to prove that I am making it pay.

JOE

What's cattle raising doing to your land?

HARTLEY

My land has come up fine. Of course, I could put too many cattle on a pasture, or keep them there in the winter when the sod's soft, or not use lime and fertilizer, and I wouldn't have this land long.

ORGAN: SNEAK IN THE SINGING HILLS.

HARTLEY

You see, Joe, every piece of land has a certain use. Some of it ought to be in trees. Some of it can be kept in grass or meadow, if you handle it right. And some of it can be farmed in crops. We've got hills in Belmont County, Joe, and as long as the good Lord let's me stay on this earth, I'm going to do all I can to keep these hills in good condition. It can be done. It just takes common sense farming--conservation farming, if you want to call it that. That's my philosophy.

ORGAN: UP AND OUT.

ANNOUNCER

That is the true story of Alva Hartley, who farms the steep hills of Belmont County, Ohio. And now, once again we turn to the Soil Conservation Service of the United States Department of Agriculture, and here is Ewing Jones.

JONES

Thanks, _____, and I really am here this week. Last week, you know, the lure of the west, plus some heavy football traffic, kept me away, but Art Radkey did a mighty fine job of pinch-hitting. I'm disappointed about Art in one way, though.

ANNOUNCER

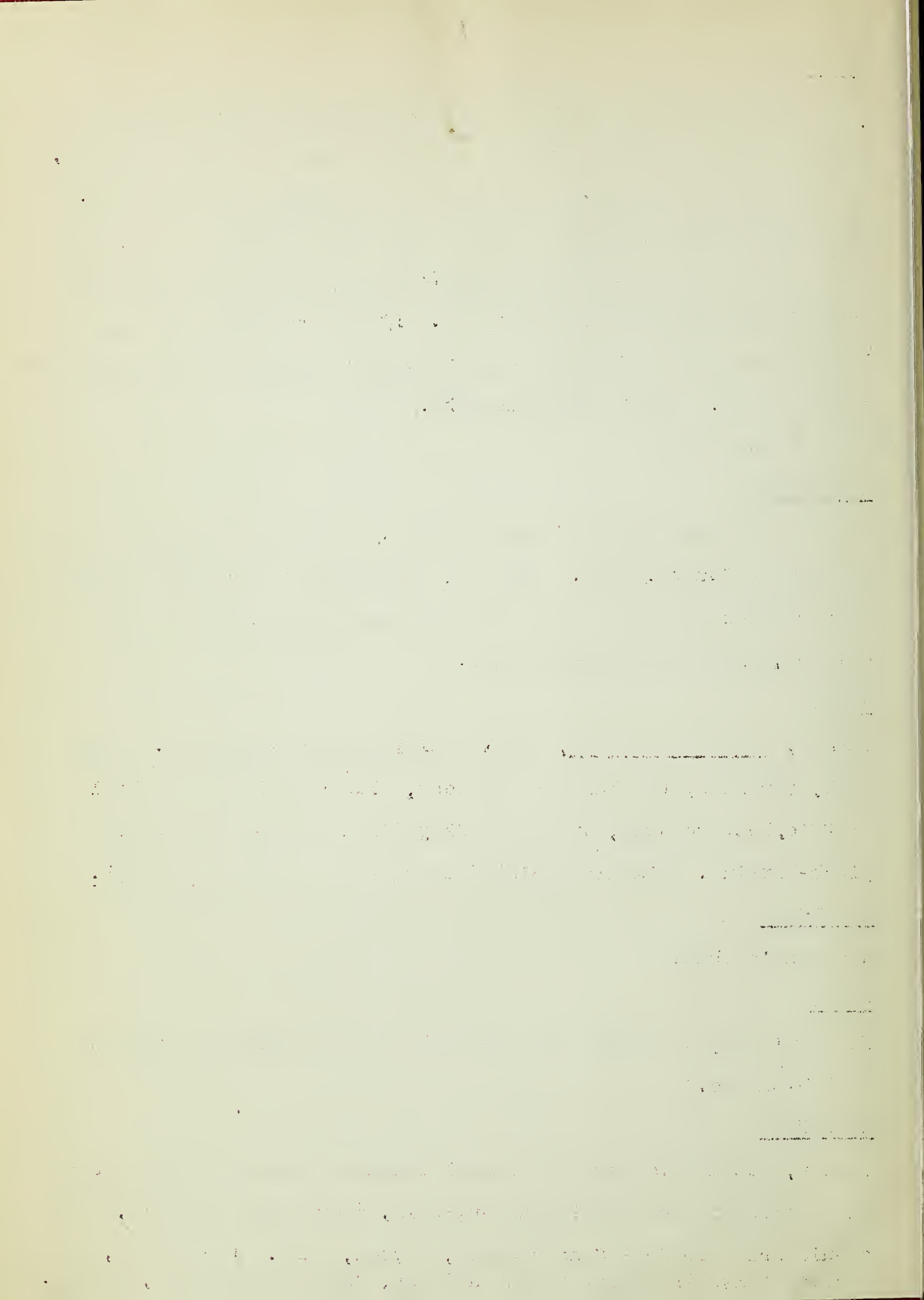
And what's that?

JONES

He didn't say a single word about the pasture bulletin, "Saving Soil With Sod."

ANNOUNCER

I know, but he did say that school teachers interested in obtaining copies of the educational bulletin, "Youth and the Soil," should write to Soil Conservation, Dayton, Ohio. I remember, because I myself repeated that address, Soil Conservation, Dayton.



JONES

Well, I guess we'll have to forgive Art then...for a number of school teachers did write in for the bulletin, "Youth and the Soil," and a few copies are still available. And that goes for the pasture and meadow bulletin, "Saving Soil With Sod." This pasture bulletin, by the way, contains a chapter on alfalfa.

ANNOUNCER

This Belmont County farmer, Alva Hartley, seems to be mighty strong for alfalfa, Ewing.

JONES

He certainly is. I asked him the other day what he stressed in his farming program, and quick as a flash he came back with "good dairy cattle, strip cropping, and alfalfa." He's a good farmer, and he's worked for everything he has. And he's strong for cooperation.

SOUND: Clicking of telegraph key...

ANNOUNCER

News in the conservation world!

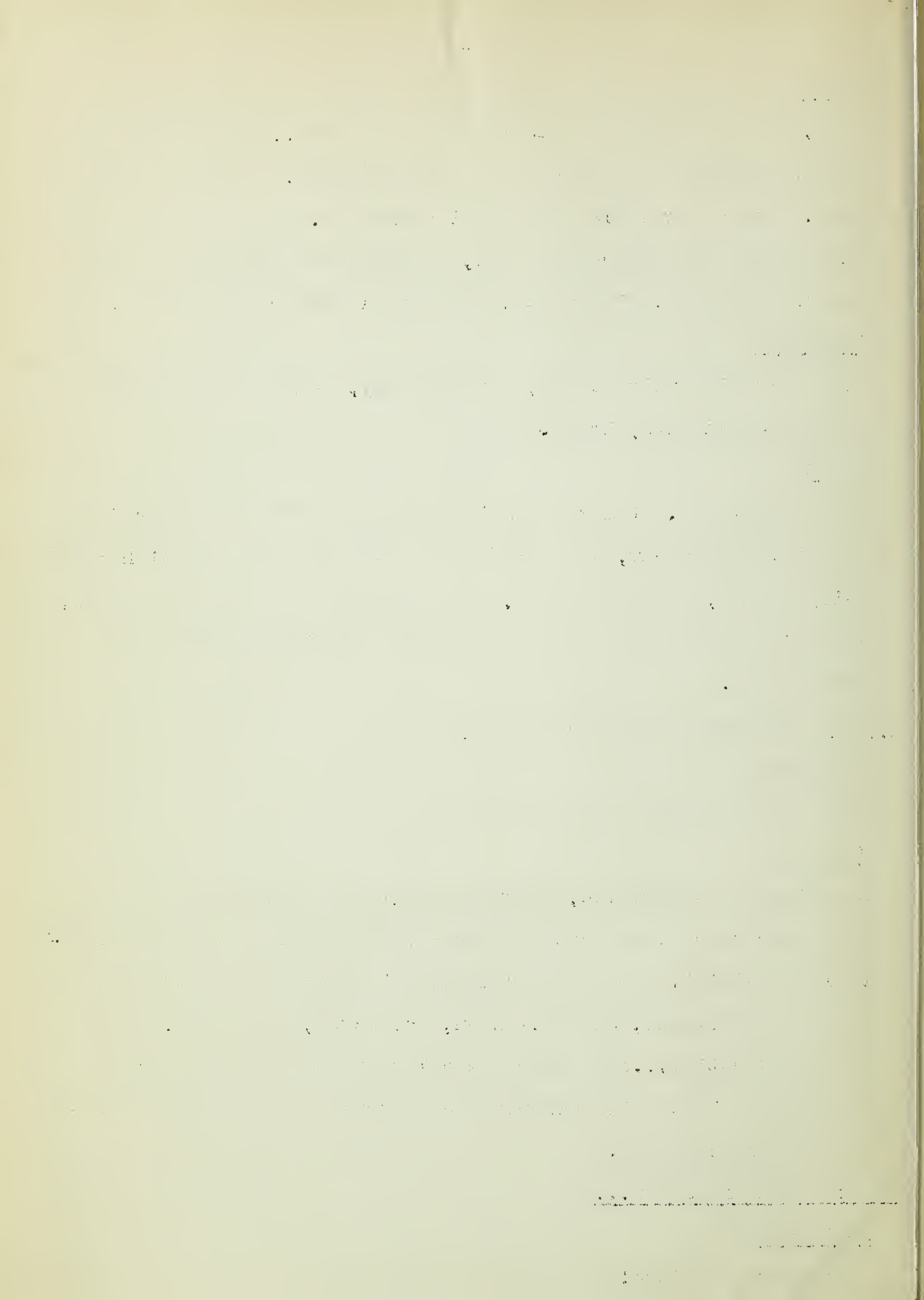
JONES

Speaking of cooperation, Logan County, Kentucky, farmers have the honor to be the first in that state to vote in a soil conservation district. The state committee has received petitions from farmers in Daviess, Marion, Union, McCracken, Pendleton, and Bracken Counties...so farmers in all parts of the state are organizing these soil conservation districts to save the soil on my old Kentucky home.

SOUND: Boom of cannon...

ANNOUNCER

This week we salute!



JONES

This week we salute Brother Merinis, manager of the St. Joseph Noviciate farm, LaPorte County, Indiana, who has worked out a well rounded soil conservation plan in cooperation with Lyle H. Bull, conservationist of the South Bend CCC camp.

Under this plan, steep pasture land will be planted to trees, and land too steep for cultivation will be reverted to permanent pasture, and the existing woodlands will be protected from fire and grazing. In addition, proper rotations have been planned to conserve the greatest amount of soil and moisture on the croplands. The permanent pasture will be treated with lime and fertilizer.

The Noviciate will plant around 2,000 trees per year until 20,000 have been planted. Records will be kept on income from the woodlands. So a salute to Brother Merinis, and to the St. Joseph Noviciate farm--another farm planned for conservation, to hold this soil.

ORGAN: BRIEF BRIDGE.

ANNOUNCER

The scene, a feed store in Clarksburg, West Virginia.

DEALER

Good morning, Sam.

SAM

Howdy do, Mistuh Ed. How's business.

DEALER

Just fine, just fine. I just sold a sack of poa pretensis.

SAM

Poa...you did? What's that?

DEALER

Why, Sam, poa pretensis is nothing more than Kentucky bluegrass.
And one of my biggest sellers right now is medicago sativa.

SAM

Why, you don't say! That medi...

DEALER

Medicago sativa...alfalfa.

SAM

Then why didn't you say so? Well, I wants some poryflusis
murphyitis.

DEALER

Pory...why, now, you have me there, Sam. I never heard of it.

SAM

He! He! That's my name for the pasture bulletin, "Saving Soil
With Sod."

DEALER

But I don't have a copy of the pasture bulletin. Maybe _____
can tell you where to get it.

ANNOUNCER

If you would like a copy of the bulletin, "Saving Soil With Sod,"
send a letter or a penny postcard to Soil Conservation, Dayton,
Ohio.

ORGAN THEME: I GET THE BLUES WHEN IT RAINS.

JONES (on cue)

Remember, friends, if you want a copy of the pasture bulletin,
just drop a note to Soil Conservation, Dayton, Ohio. This
is Ewing Jones, speaking for the Soil Conservation Service of
the United States Department of Agriculture, saying goodbye
until next week at this same time, when we bring you another
story of "Fortunes Washed Away."

ORGAN: UP AND OUT.

